



November 3, 2009

Fiserv Thought Leaders to Provide Insight at BAI Retail Delivery Conference

Brookfield, Wis., November 3, 2009 - BAI RDC Booth #417 - [Fiserv, Inc.](#) (NASDAQ: FISV), the leading global provider of financial services technology solutions, today announced that in addition to exhibiting and commemorating the company's 25th anniversary, the company will deliver four presentations this week at [BAI's Retail Delivery Conference \(RDC\)](#). The annual conference, which will be held this year in Boston, Mass. Nov. 3-5, brings together nearly 6,000 participants annually, making it the largest retail financial services event in the world.

Three presentations will be held in the RDC Solution Center:

- l Wednesday, Nov. 4, from 10:30 - 11:00 a.m., Erich Litch, senior vice president and general manager of Consumer Services, Fiserv, will present on the company's personal payments service in a session titled "P2P and Social Payments: Take Control to Drive Deposits and Acquisition".
- l Thursday, Nov. 5 from 9:45 - 10:15 a.m., Ken Patrick, director of Revenue Enhancement Solutions, Fiserv, will present on the company's Incentive Checking solution in a session titled "Leveraging Value Exchange to Increase Loyalty and Profit".
- l Also on Thursday, Mark Schiefelbein, director, Customer Value Enhancement, Fiserv, will present on the company's EnAct™ solution, powered by Microsoft Dynamics CRM, in a session that will be held 10:30 - 11:00 a.m., titled "Leveraging CRM to optimize your sales operating model".

Additionally, Jim Wilcox, director of Debit for EFT Solutions, Fiserv, will present a general session titled, "R2D2: Retention, Revenue, and the Debit Decision" in room 156A on Thursday, Nov. 5 from 1:45 - 2:30 p.m. Session descriptions and details follow.

P2P and Social Payments: Take Control to Drive Deposits and Acquisition

Wednesday, November 4, 10:30 - 11:00 a.m., Solution Theater # 3

Erich Litch, senior vice president and general manager of Consumer Services, Fiserv

In this session Litch will showcase the new personal payments service from Fiserv. An example of the company's core competencies in payments and customer and channel management, the personal payments service will enable consumers to quickly and easily move money across a secure 'network' of financial institutions. A demonstration during the session will show how the service will allow consumers to send and receive payments using their existing online banking account, connecting them with more of their friends, family, neighbors and colleagues than with any other payment community today.

Leveraging Value Exchange to Increase Loyalty and Profit

Thursday, November 5, 9:45 - 10:15 a.m., Theater # 1

Ken Patrick, director of Revenue Enhancement Solutions, Fiserv

With everything happening in the market today, financial institutions are concerned with growing deposits and generating non-interest income. The adoption of a value-exchange product strategy can accomplish both. In this session, Patrick will demonstrate how financial institutions can encourage customers to increase account balances and transactions by rewarding them with incentives that fit their lifestyle. This exchange of value can help create customers for life and bolster financial institution balance sheets with: non-interest income, increased deposits, cross-sell opportunities and cost savings.

Leveraging CRM to Optimize Your Sales Operating Model

Thursday, November 5, 10:30 - 11:00 a.m., Theater # 1

Mark Schiefelbein, director of Customer Value Enhancement, Fiserv

During this product showcase, Schiefelbein will demonstrate how the EnAct solution, powered by Microsoft Dynamics CRM, drives structure, efficiency, accountability and sales results across the financial institution. EnAct from Fiserv was designed exclusively for bankers and combines all the capabilities and flexibility of a finely-tuned banking solution with specific profiles for wealth management, commercial banking and retail banking and is seamlessly integrated with Microsoft's Outlook and

Office programs.

R2D2: Retention, Revenue, and the Debit Decision

Thursday, November 5, 1:45 p.m. - 2:30 p.m., Room 156A

Jim Wilcox, director of Debit for EFT Solutions, Fiserv

In an era of dark economic forces and tightening credit standards, Wilcox will show how consumers' growing preference for debit can help financial institutions grow their non-interest income. During this session attendees will learn how to assess the health of their debit programs and understand the opportunities - both monetary and loyalty - that can be created through marketing, rewards and other cardholder-focused programs.

The presentations given by Fiserv at BAI RDC 2009 are examples of the company's core competencies in customer and channel management, data analytics and business intelligence, payments and processing.

About Fiserv

Fiserv, Inc. (NASDAQ: FISV) is the leading global provider of information management and electronic commerce systems for the financial services industry, driving innovation that transforms experiences for financial institutions and their customers. Ranked No. 1 on the FinTech 100 survey of top technology partners to the financial services industry, Fiserv celebrates its 25th year in 2009. For more information, visit www.fiserv.com.

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